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THE BEACH NEWS

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ADVERTISING
PAYS

Always Boosting Mission Beach, Ocean Beach, Pacific Beach and Point Loma

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VOL. 2—NO. 7

KIRK SMITH, Editor-Owner

Ocean Beach, California, Friday, January 4, 1924

PHONE POINT LOMA 17

FIVE CENTS THE COPY

Every Member of the Municipal Band Is a San Diego Man and Spends His Money Among Us!

EDITORS ENCOURAGED
BY NEIGHBORLY GREETINGS
LOYALLY EXPRESSED

Ocean Beach, Calif., Dec., 1923.

Dear Kirk and Katherine:

Last year I wished you a happy and successful year, and "it worked!" So here's for the same wish again.

STELLA HARRISON.

1968 De Foe Street.

Mrs. A. L. Turner—China painting and firing, 4962 Cape May avenue. Phone Point Loma 68-W-K.

\$1,000.00 Ice Plant

G. H. FABER INSTALLS
REFRIGERATING SYSTEM
FOR PRESERVING FOODS

Within the last fortnight or so, the well known and ever progressive proprietor of three grocery stores at Ocean Beach bearing his name, G. H. Faber, has had installed a splendid new ice and refrigerating plant in the O. B. Grocery on Newport avenue.

The refrigerating machinery is one of the latest models produced by the Baker Machine Company of Omaha and is capable of furnishing three tons of ice daily, besides cooling two immense ice boxes and a number of glass display counters. Its installation in the O. B. Grocery costs over a thousand dollars and the enterprising Faber may justly feel proud of this valuable acquisition to his admirable service equipment. Meats, poultry, fish, butter, cheese, vegetables, and other foodstuffs are kept at the proper temperature for perfect preservation at all seasons, and there is a wonderful fascination in viewing the frosted pipes and formation of solid ice blocks in the new plant.

BARGAINS IN SWEATERS

All Children's Sweaters, all sizes, being sold at cost at the NEWPORT SHOPPE, 5003 Newport avenue.

MIXTURE OF DATES

CONFUSES SCHOOL CHILDREN

An original announcement two weeks ago by the school board that the holiday vacation would continue until next Monday, and an eleventh hour change to resumption of studies on last Wednesday, somewhat confused a number of school children in various sections of the city. With the exception of a few students detained at home by sickness, there was a full attendance at the Ocean Beach school upon roll call last Wednesday, news of the change in dates being duly circulated by the teaching staff.

EXCELLENT SACRED CONCERT

The sacred concert at the Union Congregational church on Sunday proved a delight to all in attendance and another one is happily looked for in the near future. Those present were expecting something good, and they surely got it. Mr. and Mrs. J. T. Smith exceeded expectations, and the quartet numbers were just fine. Little Arthur Smith evidently is following in his father's footsteps. Mr. and Mrs. Smith's helpers, Mrs. Foote and Mrs. Coultas, are visitors here, and Ocean Beach is to be congratulated on having the opportunity to hear these talented folks.

Kodak Films, FROIDE'S, opp. P.O.

OUCH! HOOTCH! ZOUCHE!

That's about the way the name of a thoroughfare in Roseville has been sounded until it was officially designated this week as Zola street, in accordance to a petition by a number of Point Loma residents.



Oh, Listen to the Band---in Beach Concerts?

"Jack" Ellis on Job

POPULAR CONTRACTOR
SECURES CONSTRUCTION WORK
FOR NEW CAMP GROUNDS

That industry and energy bring rich reward is proven in the case of that indefatigable worker, T. J. Ellis, popularly known as "Jack," who has recently secured the entire contract for building a big auto camp grounds on the Los Angeles highway, about a mile and a half above Old Town. The promoter of the new enterprise is E. S. Triggs, of St. Paul, Minn., and it is expected to have the new camp ready for occupancy during next summer.

Contractor Ellis will erect sixteen camp cottages of the Spanish style of architecture, and there will be an oil station, repair garage and other like structures for tourists. A large main dining hall and community house will be built and a series of eight shower baths will be arranged for the convenience of patrons. The plumbing work will be under the immediate direction of Edward K. Burdette, thus adding another feather to the cap of energetic Ocean Beach contractors.

Newstand, next to Postoffice

NAVY FLEET SAILS FOR THREE MONTHS PRACTICE IN THE SPANISH MAIN

Led by the scout cruiser, Omaha, the destroyer squadrons, steamed to sea this week, bound southward with other units of the United States naval fleet, for several months of battle practice in the Spanish Main. Culebra Bay will be the winter headquarters of the fleet. More than a thousand recruits were drafted for the warships from the Loma Portal training station. The fleet is one of the largest ever assembled by the navy.

Musical Organization Deserves Support

BOOST THE BAND!
It is not only possible but quite probable that band concerts will be given next summer on special occasions at Ocean Beach, as well as in Balboa Park regularly, if the citizens of San Diego will support the splendid Municipal Band with the necessary financial contributions. This excellent musical organization, which achieved much meritorious praise last year for their delightful

concerts, is composed of half a hundred picked musicians, all talented union men under the able leadership of James G. Seebold, who has faithfully devoted his acknowledged genius toward perfecting a most harmonious and finely balanced body of musicians. Boost the Municipal Band, now, tomorrow, and all the time, with your mental, moral and monetary support! Let's have band concerts during this year!

Movies Sports

TOP-NOTCH ATTRACTIONS AT THE OCEAN THEATRE

"Brass Commandments" will be laid down tomorrow night at the Ocean Theatre with William Farnum in the leading role. There will be an extra big special on Sunday, as well as "Fighting Blood" and comedy. On next Wednesday and Thursday, "Thundering Dawn" will be the feature, starring Anna Nilsson and J. Warren Kerrigan. Attend early to secure favorite seats.

It will do your EYES good to see
CASTIEN, 533 B st.

CHRISTMAS CARD AWAITS SOME "MR. SMITH" HERE

A dainty holiday greeting card, with a penned line or two from a resident of San Francisco, is going the rounds, via the postal delivery, addressed to "Mr. Smith," in Ocean Beach. At this writing seven Smiths have signed in the negative on the envelope and Postmaster Rankin is still hunting the rightful Smith.

Kodak Finishing FROIDE'S opp. P.O.

"At Dawn of Day"

D. C. CROSBY'S POEM
ORIGINALLY PUBLISHED HERE
SUCCESSFULLY SUNG

Some months ago a beautiful poem by D. C. Crosby had its first publication in the columns of THE BEACH NEWS and since then it has been republished and also arranged to music and sung with pronounced success in public. "At Dawn of Day" is the title of the poem, which is an acknowledged gem in rhythmic emotional application and lucid description. Splendidly set to music by Rilla Fuller Hesse, it was one of the most praiseworthy features on the program given under the auspices of the League of American Penwomen at the recent annual New Year's reception in the Civic Auditorium, San Diego. Mr. Crosby's poem, "At Dawn of Day," was sung by Miss Harriet Kenyon, teacher of voice, accompanied by Sigrid Lier Steves. The song won instant and hearty approbation and reflects great credit upon its author, who is a learned and highly respected resident of Ocean Beach.

BUILDING IMPROVEMENT

W. J. Dermody has greatly improved his residence at 4932 Saratoga avenue by having the house raised on a concrete foundation and moved forward several feet. The property will be still further improved with the addition of a large rear porch and a modern glassed-in front porch.

DEMISE OF DR. WICHERSKI

Following an illness of six weeks from typhoid fever, Dr. Otto G. Wickerski passed away last Wednesday night at his home in San Diego. For several years he had been medical director of the San Diego County Hospital.

Newstand, next to Postoffice

SUBSCRIPTIONS AND RENEWALS BOOMING IN BUNCHES OF THREES

With the avalanche of renewals and subscriptions now being received for THE BEACH NEWS, Mrs. A. C. Shepherd, of Voltaire street, has contributed an excellent quota of three—one for her home and the other two for relatives at Tracey and Los Angeles.

Another splendid trio has been added by Mrs. G. H. Faber, who has subscribed for her home on Saratoga avenue, and to friends respectively in Ontario and Lancaster, Calif.

Thanks, friends, we sincerely appreciate your substantial support.

Stationery Supplies, Froide's, opp. P.O.

Rush New Fast Line

DISTINGUISHED PARTY
ENJOY FIRST INSPECTION
TRIP IN NEW ELECTRIC CARS

An initial inspection trip over the new fast beach line in one of the new pantagraph electric cars was enjoyed this week by a distinguished party of railway officials with a number of friends and guests. The roster of notables included Mr. and Mrs. A. B. Spreckels who recently returned from a European trip and are making an extended visit here; John D. Spreckels, Mr. and Mrs. Claus Spreckels, Mr. and Mrs. Oscar de Bretteville, Mrs. Leta Clairfayt, Samuel Mason, and E. J. Burns, assistant general manager of the San Diego Electric Railway company.

Smooth Traveling
Although the new line is as yet laid on rough ground and is unballasted, it is stated that all the guests were enthusiastic regarding its possibilities. The new type of car functioned perfectly and both John D. and A. B. Spreckels commented on the smoothness of operation and the lack of vibration on the newly laid rails.

Rapid Construction
The rapidity with which the work of constructing the new line is progressing is evidenced by the fact that the inspecting party was able to proceed within two miles of Ocean Beach in the new car. All were delighted with the trip.

General Inspection
Returning from the Mission Beach inspection tour, the party journeyed to the opposite end of the city to see the construction work on Adams avenue and the Kensington Park section, and the new addition to the city, formerly East San Diego. Shipments of the new pantagraph trolley cars are arriving weekly from St. Louis in groups of twos and threes over the San Diego & Arizona railway.

Spratt's DOG Foods and Remedies at the O. B. Feed, Fuel and Express. Phone Point Loma 20-W.

O. B. Library

The O. B. Branch Library has just received an interesting order of books for both adults and children, which is as follows:

Adult books—"Tiger River," Freely; "Gaspards of Pincroft," Gordon; "Isle of Retribution," Marshall; "Voice at Johnnywater," Sinclair. Children's books—"Whistling Rock," Brown; "Raven Patrol of Boo's Hill," Burton; "Working Through at Lincoln High," Gallomb; "Dapples of the Circus," Hawkes; "Troquois Scout," Lange; "Boy Explorers and the Ape," Man of Sumatra, Miller; "Adele Doring at Vineyard Valley," North; "Sahara Hunters," Robert Wheeler; "Under Pond," Rankin; "Honey Sweet," Turpin.

MARGARET RANKIN, Librarian

REALITIES--AND THE ALLIED DEBT PROBLEM

By WALTER W. HEAD,
President, American Bankers Association.

As a business proposition there is just one reason for considering a recasting of the balances due the United States from foreign governments. That is the possibility that such action would aid in re-establishing a foreign market which will absorb our surplus products.



It is possible, of course, for the United States to isolate itself. We can produce everything necessary to sustain life. Mere existence, however, is not the purpose of life. We cannot prosper as we have unless we dispose of the surplus products which naturally accumulate, both agricultural and industrial. We must either sell this surplus abroad or curtail our production and generally lower our standard of living.

Our foreign trade depends upon the purchasing power of foreign countries. Europe's inability to buy has impaired our ability to sell. We have an interest in Europe's prosperity. To protect that interest we must be concerned in the restoration of our debtors' capacity to trade with us and to meet their obligations. We should deal with this subject exactly as a banker deals with a loan of doubtful value.

Get the Facts

The United States should have a representative with official standing in the Reparations Commission. We should not necessarily be bound by any agreement which may be proposed, but our representative should gather all information available. The United States Government, of its own motion and based on its own information, should then decide whether it should consider the readjustment of its accounts with Europe, and, if so, in what manner. Our own Debt Funding Commission should recommend to Congress whatever readjustment, if any, of the Inter-Allied Debt may be warranted.

THESE SUGGESTIONS ARE PURELY FOR FACT-FINDING AND ADVISORY PURPOSES—FOR GETTING DOWN TO THE REALITIES OF THE CASE. Precisely what our action should be, to serve the common interest, will be determined by information which at this time is not available. Our first step is to secure the information and our duty is to follow developments intelligently.

America's Marvels

NATURAL AND OTHERWISE

By T. T. Maxey

THE BELLS OF RIVERSIDE

It has been said that our everyday life is largely fixed by the sound of bells of one kind or another, but it remained for Mr. Frank Miller of Riverside, Cal., who had a hobby of collecting bells, to assemble the largest collection of bells on earth.

Each bell has a history of interest and romance. Among the noteworthy in this collection of approximately 450 bells are:

A bronze bell of graceful lines, dated 1792, which long hung in the tower of the New Orleans cathedral and later, by a peculiar turn of fate, served on the jail in the same city. A goat bell of pleasing tone, the only one of its kind, found in the Swiss, Italian or French Alps, thought to be more than one hundred years old. A church bell dated 1770, which, no one knows how long, served the master of a castle in Scotland. A facsimile of "Big Ben," the largest clock-tower bell in the world, which hangs in the tower of the house of parliament in London. An iron horse bell from Norway—thought to have been made about 1750. A bronze gong, said to be more than eighteen hundred years old, which came from a temple in China. A bronze bell which belonged to a ship that sailed from Boston in 1755. The ship was wrecked, but, after lying at the bottom of the ocean for almost 100 years, the bell was recovered. The town crier's bell which awakened the good people of Bedford, Mass., the night on which the patriot, Paul Revere, made his famous ride. An ancient, acorn-shaped dog bell from China. A gong from Borneo, used in native war dances. An old-fashioned Roman bell which was unearthed in the ruins of Herod's palace at Ascalon. An antiquated, cup-shaped bell from Mecca—that sacred city of Mahomet, in Arabia. An ornamented brass Roman cow bell inscribed, in Latin, "Paul, Third, Most Holy Supreme Pontiff," indicating ownership by a pope who died in 1549. A bell, cracked and clapperless, carrying an inscription showing the date of manufacture to have been the year 1247, said to be the oldest dated bell known and to have been made or used in Spain. This bell was in existence 245 years before Columbus discovered America.

And last, but by no means the least, the forefather of the bell family, a "clink stone," which, suspended from a rope and struck with a mallet, gives off a ringing sound. The "clink stone" was the earliest form of bell known. It was used, it is thought, as early as 600 B. C.

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SUBSCRIBE NOW

QUARRELS

By Grace E. Hall

You would not strike a loving face
Uplifted to your own,
Would think of that as deep disgrace,
Yet with a cruel tone
You'll lay across a loving heart
An ugly welt to pain and smart.

You would not strike a stranger's hand
That, pleading, sought your palm,
You'd try to feel, to understand,
And offer cheer and balm;
Yet gentler hands you'll thrust aside
And stalk away in stubborn pride.



Ah, no; you will not strike the face
Uplifted pleadingly;
A blow you could not quite erase
From off your memory;
But with a cutting word you'll score,
And leave a scar forevermore.

A blow might only slightly sting
And soon forgotten be
If it were an impulsive thing
And given angrily;
But bitter words outlive the years,
And find no healing in our tears.

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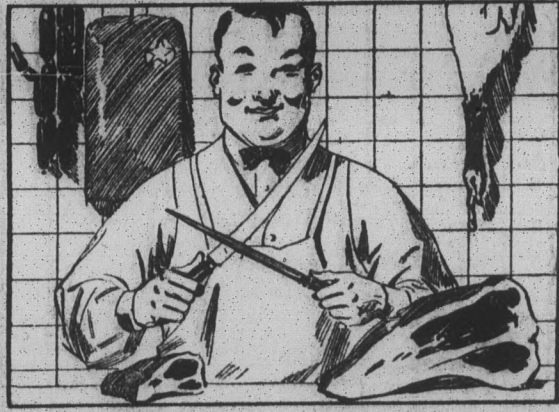
DAILY TRIPS TO SAN DIEGO AND POINT LOMA

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Residence Phone. STORAGE. Office Phone.
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of the Choicest
Meats are the
only kind You
get at

Cundell's
MEAT MARKET
Newport Ave.
Phone, Pt. Loma 296



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POINT LOMA LAUNDRY

—Wet Wash, Rough Dry, Semi-Finish and Finish Work—
Once a Customer, Always a Customer.
LAUNDRY CALLED FOR AND DELIVERED.
Phone, Point Loma 378.



"SHE loves me, she loves me not,
That's what the daisies say;
But seems to me each one I try
Comes out a different way.
I've heard that daisies never tell,
That statement's true, I know quite well.

Find three other daisy pickers. Left side down, in trees; upper left corner down, along arm; upper side down, along leg.

Katherine's Kollum

By MRS. KIRK SMITH

Phone, Point Loma 17.



THE NEW YEAR

By Alice Baker

With the passing of the old
And the coming of the new,
Surely it is worth while
For you and I
To judge each other kindly,
And never mind the why!

It really costs so little, that
Surely it is worth while
For you and I
To greet each other kindly
With a happy, sunny smile,
For it brings returns
To you and I.

Do we pause to think—to see
So many hearts are sad, that
Surely it is worth while
For you and I
To smile a little,
Love a little,
Forgive a little,
And never mind the why!

NEW YORK NEWLY-WEDS

PASS HONEYMOON HERE

Michael Axinn of the Axinn Construction company of New York, and his wife, Mrs. Chanji Axinn, have enjoyed their honeymoon touring the country. In their two months' stay at Ocean Beach, they took advantage of the fine weather and have been in for a swim every day. They are going home by boat via the Panama Pacific route and will leave Monday, January 7, for San Francisco, where they will make reservations on the SS. Kroonland.

Mrs. C. J. Douglass of 4774 Del Monte avenue spent the holidays with her son in Hemet, Calif.

L. M. Westcott of 1767 Defoe street, who has been in San Francisco came home to spend the holidays with his family. Mr. Westcott sailed south on the William Jones of the fleet this week.

Mr. and Mrs. H. B. Lyman of Alhambra came to spend New Year's with their parents, Mr. and Mrs. H. A. Lyman, of 4921 Cape May avenue.

Mr. and Mrs. Ralph Crapo, of the O. B. Cleaners, spent New Year's day in Los Angeles.

Mr. and Mrs. Donald Mac Lean, of Los Angeles, were pleasant callers at THE BEACH NEWS office last Sunday afternoon.

The Runyon children were confined to their home early this week by severe colds.

T. J. Ellis, who recently removed to his new home at 4620 Brighton avenue, has discarded his Ford and is now driving an Oldsmobile Four of the latest type.

Birthday Cards, Froide's, op. P. O.

Mr. and Mrs. J. M. Pilcher of 4844 Cape May avenue, enjoyed a visit last week from their daughter, Mrs. Margery McGehel of Los Angeles, who drove down with her husband and two little sons and spent part of the holidays with her parents.

"Readers" Reap Rich Rewards.

WHY BANKS?

LESSON III

By J. H. PUELICHER, Chairman,
Committee on Public Education, American Bankers Association.

Banks are defined as "institutions chartered to receive deposits and make loans." What is a bank deposit? What is a bank loan?

BANK DEPOSIT—money or checks left with a bank to be kept safe from thieves, fire or other loss; to earn interest, if in a savings account; to be convenient for the future use of the depositor; to be loaned out to earn the expenses of the bank's services, and interest for the depositor when in an interest bearing account.

BANK LOAN—advance of money to help business enterprise so that business may again help the earner and saver by giving employment.

In the Middle Ages safes were very few. Goldsmiths kept their jewelry in strong boxes, and also accepted for safekeeping, for a fee, money packed and marked with the owner's name. In those days money saved lay idle; today it is put to work by banks for the benefit of the depositor and the community.



J. H. Puellicher

LOS ANGELES—Special correspondent, MRS. ELLA SNEL, 415 West 37th street, Los Angeles, Calif.

SUNSET CREST

(Highest Point of Sunset Cliffs)
CHAS. M. WHEELER, Prop.
Cable St. and Orchard Ave.
Beautiful Cement Bungalows, four rooms with bath, completely furnished \$45 to \$50 and Up Per Month.
Fireproof Garages

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Dr. F. J. Ratty

PHYSICIAN and SURGEON
Res., 4820 Cape May Avenue,
Office, 5024 Newport Ave.



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Cleaning Dyeing
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Phone
Point Loma 30-J

Phone Pt. Loma 46-J Sunset Cliffs

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Two Blocks South from O. B. Car Ter.
Every Apartment Gives Hill and Ocean
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CHILDREN'S
Indoor and Outdoor
PLAYTHINGS
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Sixth and B Sts., San Diego

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Bird, Dog and Cat Remedies
St. Andrewsburg Canaries.

SAN DIEGO'S OLDEST BIRD STORE

J. B. MASSE'S

LOCK AND KEY WORKS
Electrical Appliances Repaired
RE-KEY ANY LOCK
Fishing Tackle Fixed Like New
1957 Abbott St., Ocean Beach

C. Townsend Brown

The Best Art Service For the Money
Commercial Designs
Posters, Signs
Showcards
Birds-eye Views
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Ocean Beach California

Mister Advertiser:

It's a highly delightful fact that The Beach News has become a real household necessity every week-end in the homes of all the progressive people living in

OCEAN BEACH
MISSION BEACH
PACIFIC BEACH
and the entire
POINT LOMA PENINSULA

BOOST Your Business with an "ad" in The Beach News, telling 'em who and where you are, and what you have to offer for their patronage. CO-OPERATE!

In order to insure prompt and proper publication of news notices of all societies, lodges, associations and other like gatherings, the chairman, secretary or head of such bodies are respectfully requested to send their news items direct to THE BEACH NEWS office on or before Thursday noon of each week.

Phone or send your orders for PRINTING, from the smallest card to a poster, to The Beach News, for service and satisfaction.

Classified Ads Get Quick Results.

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COMING SATURDAY

William Farnum

—in—

"BRASS COMMANDMENTS"

Admission 15c and 20c

COMING SUNDAY

A BIG SPECIAL

With

An All-Star Cast

"FIGHTING BLOOD"

Another Big Round

Always a Good Comedy

Admission 15c and 20c

SPECIAL

WED. and THURS.

"THUNDERING DAWN"

Anna Q. Nilsson and

J. Warren Kerrigan

DON'T MISS IT

Admission Children 15c, Adults 30

Come Early—Show Starts at 7:15

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TURNER B. KLINE

1916 Bacon Street

Ocean Beach, Calif.

Phone: Point Loma 20-J

IZEN!

A new product that is introduced to Ocean Beach motorists, will keep all bright metal parts of their machines bright

WITHOUT POLISHING

Preserving the Life of the Metal at the Same Time.

IZEN is a Transparent Fluid That Dries in Five Minutes.

It's Not a Polish—It Simply Forms an Invisible Coating Over Metal Surfaces, Preventing Rust, Stain and Tarnish: Izen is not affected by the elements and the polished metal on your car (treated with Izen) will remain bright indefinitely regardless of fog, rain, dust or heat.

IZEN PREVENTS: Rust, Stain, Corrosion and Saves You the Labor of Further Polishing.

75c a Package.

MAINE GARAGE

5040 Newport Avenue

Ocean Beach, Calif.

PHONE POINT LOMA 382

SAN DIEGO

Army and Navy Academy

Prep for College, West Point and Annapolis—Enjoys University of California's Highest Scholastic Rating.

THOROUGH MILITARY INSTRUCTION

CHRISTIAN INFLUENCES

LAND AND AQUATIC SPORTS

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Located on Ocean

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Try our Classified Ads, for Quick Results—Only a dime a line, five words to the line, payable in advance.

THE BEACH NEWS

AN INDEPENDENT PAPER

Promoting the Progress of the Beach

Sections of San Diego and the

Entire Point Loma Peninsula

PUBLISHED EVERY FRIDAY

4829 Saratoga Avenue, Ocean Beach,

California

Phone Point Loma 17

KIRK SMITH.....Editor-Owner

KATHERINE SMITH.....Sec'y.-Treas.

2005 BACON ST.

Subscription Price, \$1.00 a Year

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Advertising Rates Upon Application

LOCAL READERS—Fifteen cents a

line, averaging five words to line.

CLASSIFIED ADS—Ten cents per

line, averaging five words to line.

"Entered as second-class matter December 1, 1922, at the Postoffice at Ocean Beach, California, under the Act of March 3, 1879."

FRIDAY, January 4, 1924

News contributors and advertising

patrons will please take notice that

the forms of The Beach News close

at noon every Thursday and will

greatly oblige by submitting their

favors accordingly. Write on one

side of the paper only.

KIND WORDS

Ocean Beach, Jan. 1, 1924.

Editor of Beach News:

Dear Sir—This opportunity permits

me to say that your publishing

THE BEACH NEWS at our beach

and successfully carrying it through

its first year deserves our respect and

patronage, for in serving you we

serve ourselves.

NARRAGANSETT AVENUE

SUBSCRIBER.

CHICAGO LIKES US

Mrs. Kirk Smith, Ocean Beach.

Dear Madam:—Am sending dollar

for another year's subscription to

THE BEACH NEWS. I appreciate

the paper very much.

MRS. C. B. HARTLEY,

6729 Clyde Ave. Chicago, Ill.

MISSOURI ADMIRER

St. Louis, Mo., Dec. 29, 1923.

Mr. Kirk Smith,

Ocean Beach, Calif.

Dear Sir:—Please find enclosed

P. O. order of one dollar for another

year's subscription to THE BEACH

NEWS. Wishing you and yours a

Happy and Prosperous New Year, I

am always an admirer of the NEWS.

KATHARINE MACLIN,

7025 Kingsbury Blvd.

HOLIDAY MAIL HANDLED

WITH GREAT DESPATCH

BY O.B. POST OFFICE

The holiday season just ending has

proved about the greatest ever ex-

perienced at the local post office in

the volume of business and it is

largely to the credit of Postmaster

H. K. Rankin and his able assistants

that the Yuletide mail has been de-

livered with particular promptness

and to the general satisfaction of the

public. In many instances, mail was

received and forwarded early and

often, preventing any possible con-

gestion at the last moment, while the

excellent organization perfected by

Postmaster Rankin enabled long lines

of people to be served rapidly and

efficiently.

Congratulations are extended upon

the splendid mailing facilities provided

during the rush holiday season.

FUNERAL OF MR. F. L. RUSSELL

On Wednesday afternoon, Jan. 2,

funeral services were held at the

Bradley & Woolman Chapel on C

street, San Diego, for Frank Lloyd

Russell, whose remains were brought

here from Los Angeles, where he ex-

pired suddenly of heart diseases on

Dec. 28, 1923. The deceased was a

native of Connecticut and had

reached his fifty-third year. He was

the husband of Mrs. B. A. Russell,

of Ocean Beach.

Mention of The Beach News to our

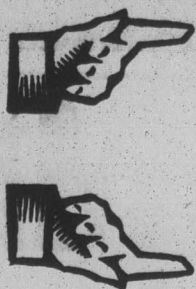
advertisers will be appreciated.

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know it—Advertise!

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GET QUICK RESULTS



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The Little Cash Grocery

Faber's Cash & Carry No. 3

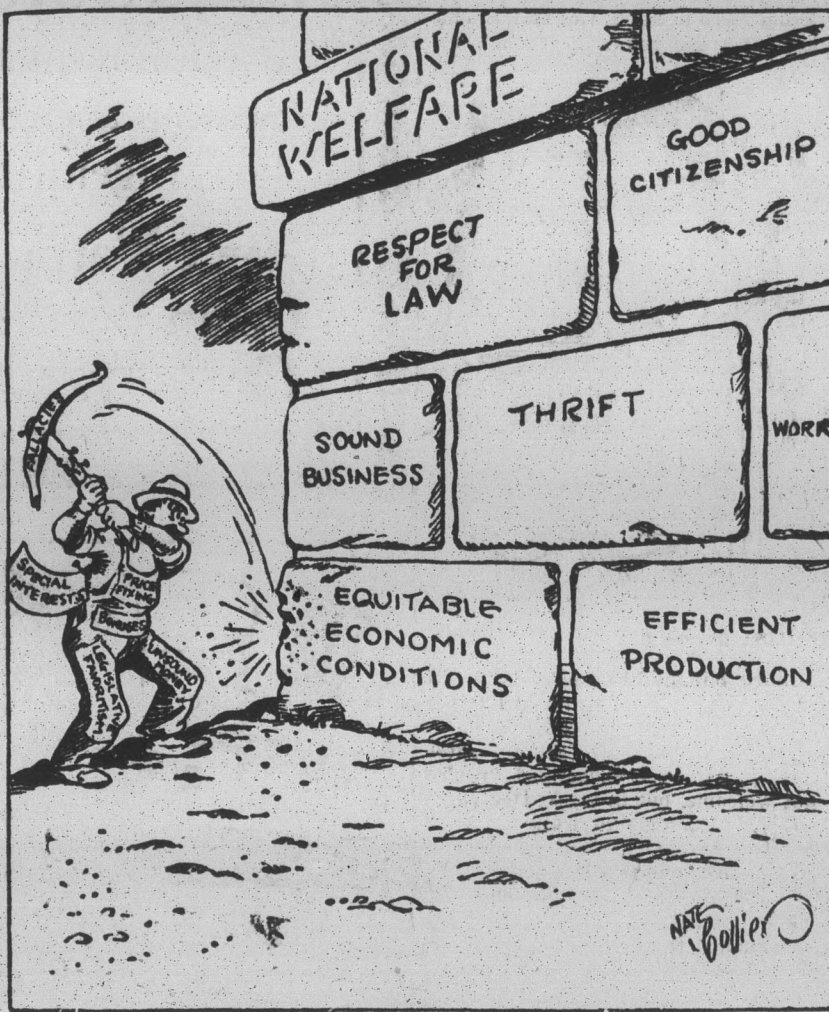
5021 Newport Ave. Pt. Loma 129

2119 Bacon St. Phone Pt. Loma 248

Choicest Fresh Meats and Poultry — Fruits and Vegetables

Candies, Nuts and Crackers — Pure Staple Food-Things

It's Not Far to a FABER Store



THE COMMON ENEMY

WOULD MAKE FARMER LOAN DEPEND
ON PRACTICE OF CROP DIVERSITY

Farmers and Bankers Are Economic Team Mates, but Obligation Rests on Farmer to Protect Soil and Balance Crops, Says D. H. Otis.

By D. H. OTIS

Director, Agricultural Commission, American Bankers Association. THE banker may properly be considered the team mate of the farmer, and as such must work in perfect harmony. Economic conditions demand it. The work is too heavy. It requires a team. The interdependence of the farmer and banker is so close that self-preservation demands that they pull together. If agriculture fails we all fail. There are no two industries that offer greater opportunities for mutual helpfulness, for increasing profits and bank deposits than do banking and farming.



D. H. Otis

Periods of low farmer purchasing power are invariably followed by a decided increase in the number of business failures. When the income per acre is increased from one to two dollars there is a direct effect in decreasing the number of business failures and, vice versa, with a decrease of one to two dollars in the income per acre, business failures mount steadily upward.

City Bankers and Country Conditions Bankers, if anybody, are affected more quickly and more directly than other business men. A period of agricultural depression is immediately noticeable in the balances that the country bank carries with its city correspondent. City banks are beginning to recognize this. Many of them are taking an active interest in the Banker-Farmer movement.

There are some fundamentals in farming with which all business men should be familiar. A bank would not long succeed if it should continue to use its capital stock for running expenses. Neither will the farm. Farmers have been living not upon the interest from their investments but upon their principal. Almost every effort by American farmers has resulted in decreasing the fertility of the soil. The banker who drives into the country and observes this process of mining the fertility from the land should feel that to that extent the resources of his bank are being sapped.

Yet some of our bankers are continuing to loan money to the one-crop farmer. When such a farmer comes around for a loan the banker should make the loan on the condition that he keep at least one cow, one sow and a couple of dozen hens, at least enough livestock to feed his own family. Agriculture is sick, production is unbalanced. Farmers are paying freight and other overhead charges on

food products they ought to be raising at home.

Less Time for Agitators

More diversified farming may mean less automobile riding; it ought to. Our economic problems cannot be solved unless we are willing to work. The one-crop farmer is not performing his share of work. He needs profitable employment throughout the year. Loafing on the farm ought to be made unpopular. Business men work throughout the year. Why shouldn't the farmer? If he did, there would be less time to listen to the agitator. The latter only increases discontent, makes men less capable and prolongs the time of recovery. The farmer must work his way out and not look in vain for the Government to legislate high prices.

But if we get our farmers to working full time will we not have over-production? This over-production cry blinds us to the real issue. There may be times when certain crops, because of climatic or economic conditions, are unprofitable and yet there are other crops that are profitable in a well worked out system of diversification. In the livestock sections we seldom hear of an over-production of alfalfa or clover. In all sections of the country we are importing either food or feed that we ought to be raising at home. Our cropping systems need to be readjusted to meet present needs. We need to do just a little more constructive thinking.

CURIOUS FISH

The cow pilot is so named because it always accompanies the cow fish.

A species of Columbia river salmon is equipped with two mouths, each of which contains teeth.

The puffer, one of the most curious of fishes, is able to inflate its stomach like a balloon.

The eel has two separate hearts. One beats sixty and the other 120 times a minute.

Resourceful Farmerette.

A reader says this spring her hens did not set very early or very well and she was at a loss as to how to get early young broilers. There were numbers of wild ducks nearby, so she struck on the idea of these doing the hatching for her. She says she found a nest and replaced the ducks' eggs found therein with hens' eggs. Our reader states she got great results from this experiment. Every egg put in the nest was hatched and as the ducks left when the chicks appeared, she mothered the young ones along until they became a sturdy flock.

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FOR SALE—New Electric Vacuum Cleaner, reasonable. Mrs. Short, Ocean Beach Apartments, 2089 Abbott street.

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FOR SALE—Fertilizer, at 4860 Niagara avenue. J. A. Jacquot.

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RAILWAY TRANSFER

It is announced that the San Diego Electric Railway Company has made application to the Railroad Commission for authority to purchase all the physical properties of the Bay Shore Railroad Company (the old Mission Beach Line), and the latter corporation has applied for the necessary authorization to sell and transfer these properties.

"Readers" Reap Rich Rewards.

Religious Notes

CHRISTIAN SCIENCE SOCIETY

1965 Abbott Street, Ocean Beach

Services are held as follows:

Sunday morning at 11 o'clock.

Sunday School, 9:45 a. m.

Wednesday evening at 8 o'clock.

FIRST BAPTIST CHURCH OF
OCEAN BEACH

DeFoe Street at Santa Monica Ave

Sunday—Worship and preaching at 11 a. m. and 7:30 p. m. Bible school at 9:45 a. m. Young People Union at 6:30 p. m.

Wednesday—Mid-week meeting for praise, prayer and conference at 7:30 p. m. All are invited to these meetings.

UNION CONGREGATIONAL
CHURCH

Rev. Frederic J. Stoetzel, Pastor

Sunday school at 8:45 a. m. Morning worship at 11 o'clock. Evening service at 7:30 o'clock.

CATHOLIC CHURCH

(Corner DeFoe Street and Santa Monica Avenue)

Pastor: Rev. Declan E. Foley.

Sundays—Morning service, 8:30; Evening service, 7:30; Sunday school, 9:30 a. m.

Week Days—Service at 8:00 a. m. At Roseville, Sundays—Service at 10:30 a. m.; Sunday school 11:30 a. m.

TRINITY MISSION EPISCOPAL

REV. ARTHUR C. DODD, IN CHARGE

Sunday school at 9:45 a. m.

Morning service at 11.

Sunday school and morning service held at 5006 Niagara avenue.

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CARL S. CLARK, Vice-Chairman
FRED L. BROPHY, Secy.-Treas.

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PACIFIC BEACH PRESBYTERIAN
CHURCH

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WHY INDUSTRY IS MISUNDERSTOOD

Geo. E. Roberts Tells How Co-operative Character of Corporations Is Obscured.

RADICAL AGITATION RESULTS

Maintenance of Present Industrial System Necessary to Maintain Present Standards of Comfort for All the People, He Says.

The modern industrial system is at bottom a co-operative organization, but this fact is obscured by the complexity of huge enterprises, George E. Roberts, noted authority on business and finance, declared in a recent speech before the American Bankers Association Convention at Atlantic City, N. J.

"The primitive man knew that the harder he worked the more he would have," Mr. Roberts said. "When a man exchanged work with a neighbor he had the whole transaction under his eyes. But when a man works with thousands of others for a great corporation he doesn't see any definite relationship between what he does and what he gets. He doesn't know whether he is getting a fair share of the industrial results or not, and he suspects not."

"The modern industrial system is essentially co-operative, but you cannot have effective co-operation without understanding. Because people do not see the industrial organization as a whole we have the tendency for society to break up into groups and blocs and unions and organizations of one kind and another, many of whom are trying to advance their own interests at the expense of society as a whole. The population of this country today could not be supported in the state of comfort to which it is accustomed without the modern, specialized organization."

Bolshevism in Russia

"The extremity of social disorganization has been seen in Russia, where has been enacted the greatest tragedy in the history of the world. What happened there will happen everywhere unless there is a development of the capacity of people to work together and understand each other."

"In its final form the revolution in Russia was against what is called the capitalistic system, or the private ownership of property and direction of industry. The results of the revolution are so calamitous in Russia as to give a check to revolutionary tendencies in other countries. Yet the economic principles of Bolshevism are influencing public opinion more or less everywhere."

"The motive behind all this agitation is the desire to establish equality. The social struggles of the past have been for political equality. Now the demand is for equality in possessions, equality in incomes, equality in the management of industrial affairs. There is no argument against the aspirations of men for better social conditions, but radical ideas result from certain economic fallacies. One relates to the employment and service of private capital. Men read about vast sums of wealth belonging to individuals, and think of these sums as devoted exclusively to the owners. In fact wealth employed in production for the public market is rendering service to the entire community, no matter who owns it."

"The whole radical argument is like claiming that nobody ever got any benefit from the development of the steam engine but the owners of steam engines. Of course, the theory only needs to be stated for the fallacy to be apparent. The man who works for wages is benefited by every investment of capital which increases and cheapens the supply of the things for which his wages are spent."

The Service of Capital

"It is a fundamental truth that all productive property, although privately owned, is part of the equipment of society, by which its wants are supplied."

"The progress of the past has been accomplished under the individualistic system. The theory of this system is that every one shall have for his own, as nearly as may be, that which results from his own efforts. It is a system calculated to stimulate the initiative, call out the energies and develop the ability of each individual. He is free as to his undertakings; there are no restrictions except that he must seek his own gains by activities that are serviceable to the community as a whole, and he is inspired to labor, not simply by the desire for personal advantage, but by the desire to provide for loved ones, by the impulse to self-expression, to realize and develop his natural abilities, and by the ambition to achieve, to win distinction and to render service."

"It does not promise equality. Unless there is equality in production, in service, in effort, in resolution and in self-denial, why should there be equality in the division of results?"

"The justification of individualism, however, is not merely in what it allows to the superior individual, but in the results that inure to all. It is in the interest of all to secure the most effective organization, the most effective management and the largest possible production. These cannot be had by adopting the fiction that all have equal ability for any position, or by any other system than that which judges men by their individual qualifications."

Classified Ads Get Quick Results.

The BROWN MOUSE

By HERBERT QUICK

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SYNOPSIS

CHAPTER I.—Jennie Woodruff contemptuously refuses to marry Jim Irwin, young farm hand, because of his financial condition and poor prospects. He is intellectually above his station, and has advanced ideas concerning the possibilities of expert school teaching, for which he is ridiculed by many.

Sharp spats of applause from the useless hands of Newton Bronson gave the final touch of absurdity to a situation which Jim had felt to be ridiculous all through. Had it not been for Jennie Woodruff's "Humph!" stinging him, had it not been for the absurd notion that perhaps, after they had heard his speech, they would place him in charge of the school, and that he might be able to do something really important in it, he would not have been there. As he sat down, he knew himself a dreamer. The nodding board of directors, the secretary, actually snoring, the bored audience restored the field-hand to a sense of his proper place.

"We have had the privilege of listening," said Con Bonner, rising, "to a great speech, Mr. Prisdint. Makin' a good spache is one thing, and teaching a good school is another, but in order to bring this matter before the board, I nominate Mr. James E. Irwin, the Boy Orator of the Woodruff district, and the new white hope, for the job of teacher of this school, and I move that when he shall have received a majority of the votes of this board, the secretary and prisdint be instructed to enter into a contract with him for the coming year."

The president followed usage when he said: "If there's no objection, it will be so ordered. Prepare the ballots for a vote on the election of teacher, Mr. Secretary."

There was no surprise in view of the nomination of Jim Irwin by the blarneying Bonner when the Secretary smoothed out the first ballot, and read: "James E. Irwin, one." But when the next slip came forth, "James E. Irwin, two," the board of directors of the Woodruff Independent district were stunned at the slowly dawning knowledge that they had made an election! Before they had rallied, the secretary drew from the box the third and last ballot, and read, "James E. Irwin, three."

President Bronson choked as he announced the result—choked and stammered, and made very hard weather of it, but he went through with the motion, as we all run in our grooves.

"The ballot having shown the unanimous election of James E. Irwin, I declare him elected."

He dropped into his chair, while the secretary, a very methodical man, drew from his portfolio a contract duly drawn up save the name and signature. This he calmly filled out, and passed over to the president, pointing to the dotted line. Mr. Bronson would have signed his own death-warrant at that moment, not to mention a perfectly legal document, and signed with Peterson and Bonner looking on stonily. The secretary signed and shoved the contract over to Jim Irwin.

"Sign there," he said.

Jim looked it over, saw the other signatures, and felt an impulse to dodge the whole thing. Then he thought of Jennie Woodruff's "Humph!"—and he signed!

"Move we adjourn," said Peterson.

"No objection 'tis so ordered!" said Mr. Bronson.

The secretary and Jim went out, while the directors waited.

"What the Billy—" began Bonner, and finished lamely! "What for did you vote for the dub, Ez?"

"I voted for him," replied Bronson, "because he fought for my boy this afternoon. I didn't want it stuck into him too hard. I wanted him to have one vote."

"An' I wanted him to have wan vote, too," said Bonner. "I thought meself the only dang fool on the board—an' he made a spache that aimed wan vote—but for the love of hivin', that dub for a teacher! What come over you, Haakon—you voted for him, too!"

"Ay wanted him to have one vote, too," said Peterson.

And in this wise, Jim became the teacher in the Woodruff district—all on account of Jennie Woodruff's "Humph!"

CHAPTER III

What is a Brown Mouse?

Immediately upon the accidental election of Jim Irwin to the position of teacher of the Woodruff school, he developed habits somewhat like a ghost's or a bandit's. That is, he walked of nights and on rainy days.

On fine days, he worked in Colonel Woodruff's fields as of yore. Jim's salary was to be just \$380 for nine months' work in the Woodruff school, and he was to find himself—and his mother. Therefore, he had to indulge

in his loose habits of night walking and roaming about after hours only, or on holidays and in foul weather.

The Simms family, being from the "mountains" of Tennessee, were rather startled one night, when Jim Irwin, homely, stooped and errandless, silently appeared in their family circle about the front door. They had lived where it was the custom to give a whoop from the big road before one passed through the palin's and up to the house. Otherwise, how was one to know whether the visitor was friend or foe?

From force of habit, Old Man Simms started for his gun-rack at Jim's ap-



Old Man Simms Started for His Gun.

pearance, but the Lincolnian smile and the low slow speech, so much like his own in some respects, ended that.

"Stranger," said Mr. Simms, after greetings had been exchanged, "you're right welcome, but in my kentry you'd find it dangerous to walk in this-way."

"How so?" queried Jim Irwin.

"You'd more'n likely git shot up some," replied Mr. Simms, "unless you whooped from the big road."

"I didn't know that," replied Jim. "I'm ignorant of the customs of other countries. Would you rather I'd whoop from the big road—nobody else will."

"I reckon," replied Mr. Simms, "that we-all will have to accommodate ourselves to the ways hyeh."

Evidently Jim was the Simms' first caller since they had settled on the little brushy tract whose hills and trees reminded them of their mountains. Low hills, to be sure, with only a footing of rocks where the creek had cut through, and not many trees, but down in the creek bed, with the oaks, elms, and box-elders arching overhead, the Simmses could imagine themselves beside some run falling into the French Broad, or the Holston. The creek bed was a withdrawing room in which to retire from the eternal black soil and level cornfields of Iowa.

The soil was so poor, in comparison with those black uplands, that the owner of the old wood-lot could find no renter but it was better than the soil in the mountains, and suited the lonesome Simmses much more than a better farm would have done. They were not of the Iowa people anyhow not understood, not their equals—they were "pore," and expected to stay "pore"—while the Iowa people all seemed to be either well-to-do, or expecting to become so.

Jim Irwin asked Old Man Simms about the fishing in the creek, and whether there was any duck shooting spring and fall.

"We git right smart of these little panfish," said Mr. Simms, "an' Calista done shot two butterball ducks about 'tater-plantin' time."

Calista blushed—but this stranger, so much like themselves, could not see the rosy suffusion. The allusion gave him a chance to look about him at the family. There was a boy of sixteen, a girl—the duck-shooting Calista—youngeer than Raymond—a girl of eleven, named Virginia, but called Jinnie—and a smaller lad who rejoiced in the name of McGeehee, but was mercifully called Buddy.

Calista squirmed for something to say. "Raymond runs a line o' traps when the fur's prime," she volunteered.

Then came a long talk on traps and trapping, shooting, hunting and the joys of the mountings—during which Jim noted the ignorance and poverty of the Simmses. The clothing of the girls was not decent according to local standards; for while Calista wore a skirt hurriedly slipped on, Jim was quite sure—and not without evidence to support his views—that she had been wearing when he arrived the same regimentals now displayed by Jinnie—a pair of ragged blue overalls. Evidently the Simmses were wearing what they had and not what they desired. The father was faded, patched, gray and earthy, and the boys looked better than the rest solely because we expect boys to be torn and patched. Mrs. Simms was invisible except as a gray blur beyond the rain-barrel, in the midst of which her pipe glowed with a regular ebb and flow of embers.

On the next rainy day Jim called again and secured the services of Raymond to help him select seed corn. He was going to teach the school next winter, and he wanted to have a seed-corn frolic the first day, instead of waiting until the last—and you had to get seed corn while it was on the stalk, if you got the best.

No Simms could refuse a favor to the fellow who was so much like themselves, and who was so greatly interested in trapping, hunting and the Tennessee mountains—so Raymond went with Jim, and with Newt Bronson and five more they selected Colonel Woodruff's seed corn for the next year, under the colonel's personal superintendence.

(Continued next week)

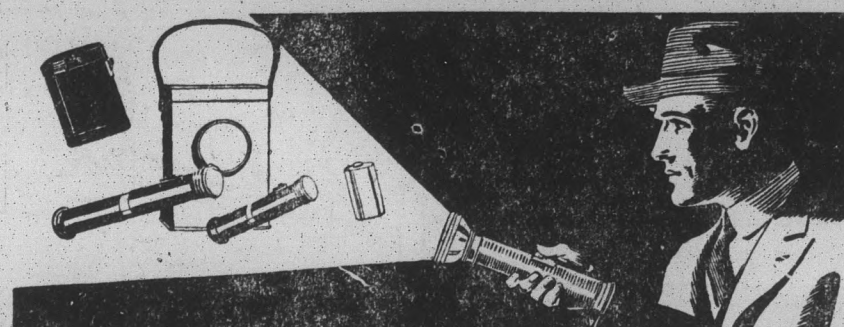
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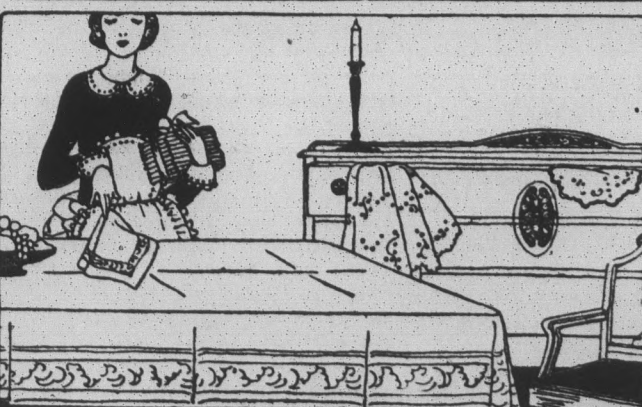
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